HOME Safety REVIEW

MARCH - APRIL, 1944

The rain is raining all around,
It falls on field and tree,
It rains on the umbrellas here,
And on the ships at sea.

—*A Child's Garden of Verses*

The Real Home Safety Job

MRS. BUDD LANE'S charge (Nagging Nets You Nothing," on p. 8) that home safety is too much nagging and not enough helpful suggestions touches on the basic concept of home safety as the National Safety Council sees it.

To recognize that home safety must counteract conditions such as Mrs. Lane describes, though it may make the job seem more formidable, does not mean it is impossible to accomplish. It does, however, give us a more accurate idea of the extent of our job, and may help guide us in our future efforts.

The immediate home safety job includes minimizing design and construction errors and developing safe practices. Similarly, our long-range task is, first, to work among architects, contractors, building tradesmen and manufacturers to attain ultimate efficiency of the house as a "machine for living;" and second to educate the housewife so that she will avoid mistakes. That means educating her husband and her brood as well.

Such a program is essentially no more than a platform of "laborer's rights for housewives" — the right to have their "plant" safeguarded as far as is consistent with practical economy.

Among these safeguards would be such features as stairways that are properly proportioned, with no winding stairs; methods of fastening down stair carpeting securely, or developing alternative methods of covering stairs; providing storage space at points of greatest need, etc. Builders should be urged, for example, to consider the kitchen as a factory for efficient, safe receiving, storing, and processing of raw materials, and convenient disposal of waste materials.

It may be argued that a program attempting to build safe homes will require a generation or more to effect. That may be true. It is also true that unless we begin now such a development will be postponed by exactly so long as we delay. It might also be pointed out that until homes are thus engineered, the home safety worker will be in the position of a plant safety director who is forbidden by the management to safeguard machines. Not until homes are made reasonably safe will we realize the maximum returns on our educational investment. Right now, with the interest in postwar house construction, is an auspicious time to make our plans.

Toward this goal, and toward the goal of developing safe practices, the National Safety Council is pointing its plans and efforts. Present plans call for formulation of safe practices by various technical groups, for presentation and demonstration at the 1944 National Safety Congress. These practices would be developed and promulgated in all parts of the country. According to present plans, instructors would be trained,

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HOME SAFETY REVIEW

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VOLUME I NUMBER 8

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The National Safety Council recommends the clothing shown at right for anyone planning to use the oven canning method.

By Wm. Englander
Statistician, National Safety Council

AN INCREASE in home canning accidents in 1943 attracted nationwide attention. To determine primary causes and circumstances of these accidents and, thereby provide a guide to safe practices for the home canner, this study was undertaken by the National Safety Council.*

This resume deals primarily with accident hazards attending the actual processing of foodstuffs in glass jars. Food spoilage and botulism, though important, are treated only when an unsafe canning method is involved.

Sharp Increase in 1943 Canning

In 1943 home canning increased 50% over 1942, according to the U. S. Department of Agriculture estimate. WPB reported 576,000,000 glass jars manufactured for the '43 canning season—almost a 100 per cent increase over the previous high-production year. Uncounted millions of jars were re-used.

A Gallup Poll report on January 15, 1944, states that 24,800,000 families, or three-fourths of the nation's total, put up cans or jars of food during 1943. Average number of containers was found to be 165 per family, or a grand total of 4,100,000,000 for the country. The Department of Agriculture estimates were even higher.

Underlying Accident Factors

In home canning, as in other human activity, few accidents are happenstance —they are caused, by mechanical failure and/or some unsafe practice. Indications are that mechanical failures—substandard material or equipment—may be responsible for a small percentage of injuries, while unsafe methods used in the kitchen probably accounted for a majority of injuries sustained. Various circumstances pyramided to produce the hazards:

First, oven canning had for years been condoned by some "authorities" and recommended by others. These same agencies, almost without exception, now recognize the dangers and discourage oven canning.

Second, serious wartime shortages caused curtailed manufacture of certain equipment, e.g., steam pressure cookers, and change-over to use of less critical

*Home canning accidents are reportable to no one; hence no measure of incidence is possible. This report is based upon information supplied by 79 utilities companies, 39 canning equipment manufacturers, and data from the U. S. Department of Agriculture, colleges, insurance companies, and magazine publishers.

Canning Methods

Pressure cooker — Only method recommended for canning *all* foods. Inspection of gauge, safety valve and escape cock *vital* to safety.

Boiling water — Okay for acid fruits and vegetables.

Open kettle—Okay for relishes, preserves, jellies.

Oven—Definitely unsafe for any canning.

materials that increased the hazards of home canning.

Third, housewives failed to follow directions for the new war-time product; many were beginners. Possibly the public was not adequately cautioned about newly-developed dangers.

Safe Practices

The following are important safe procedures that will prevent injury, damage and loss of food in any method:

Read and follow instructions for each type of pressure cooker and jar cap. Retain all printed instructions for future use.

Select standard glass containers, specifically manufactured for canning, without discernible flaws in the glass and unchipped edges.

Sterilize jars, rubber rings, metal or glass lids, and keep hot until used.

Use tongs or other tool to transfer hot jars and, when necessary to hold or grip a hot jar (tighten caps, etc.), cover it with a cloth and grasp below the neck.

Jars should be packed according to directions, not too solidly, leaving head room for expansion of food and liquid. One inexperienced canner packed some jars too tightly with green beans and turned on a high temperature in the oven; soon three jars exploded.

Place jars carefully on rack on bottom of canner, spacing them well to permit circulation of heat around jar.

Avoid subjecting jars to sudden chill. Steam pressure should be completely dissipated before lifting canner cover, cover removed *away* from you. Hot jars should be placed on a warm surface, out of drafts; further handling should be avoided until they are cool. Mrs. L. had just finished processing (for three hours) snap beans in the oven. She placed the jars on a utility table and called her husband to see how nice they looked. At that moment all the jars exploded and glass flew to every part of the kitchen and into the front room. Mrs. L. was badly burned and cut, with some glass embedding itself in her back.

Jars should be heated before being filled with hot foods or put into hot water.

Some lids should be tightened (but not forced) before being placed in canner; others should be left loose and the seal completed after processing. Instructions give this information specifically and must be followed. Where seal is completed after processing, one authority recommends that jars should not be taken out of canner and immediately tightened, but that a few moments be allowed to permit pressure within the jar to subside. It has been suggested that as a general procedure jars should be removed one at a time until all are out of the canner and then tightened in the order of their removal from canner. Having finished processing snap beans in the oven for three hours, Mrs. M. had removed the jars from the oven and her husband started to tighten the caps. The jars exploded; Mr. M. was badly burned and his eye glasses broken.

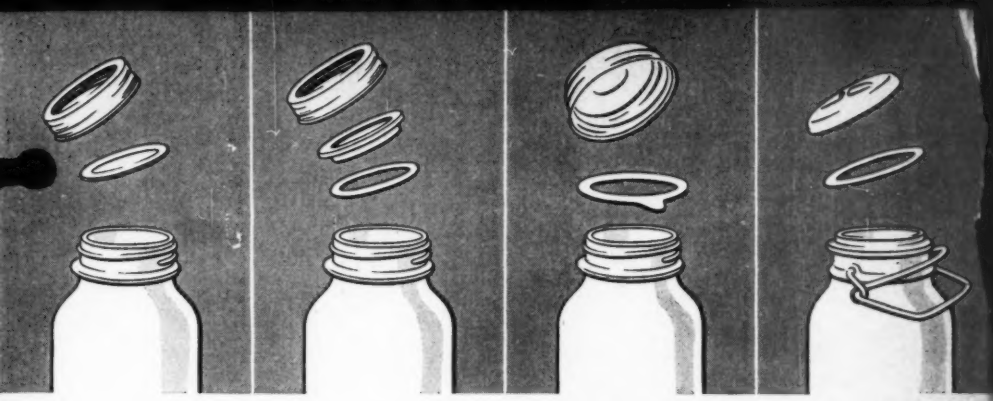
Methods and Foods Involved in Accidents

Analysis of cases reported shows that over 80% of the accidents occurred in connection with oven processing, and about 15% with the pressure cooker method. Boiling water bath canning had only a few per cent of the total. These percentages, based on reports received, are not intended to reflect the relative hazards of various processes.

Major causes of steam pressure cooker accidents included: failure to allow steam to escape (through petcock) before opening cooker; failure to allow enough time for jars to cool within cooker *after* petcock was opened; safety valve and/or gauge sticking because of failure to remove rust, dirt and grease.

A typical case: Mrs. J. was canning in her pressure cooker on which the pressure gauge was rusty and did not register correctly. The safety valve had never been cleaned and did not operate. The pressure became so great it blew a hole in the side of the cooker.

Practically every steam pressure canner accident could have been prevented if a reliable cooker manufacturer's instructions had been followed. Only an occasional report implied that a poorly manufactured cooker was responsible for an unfortunate experience.



Caps most commonly used in 1943 home canning

1. Two-piece metal cap; metal disc has flowed-in compound seal which flows at 250°, thus providing seal at jar edge. This type is supposed to vent automatically.

2. Three-piece cap; metal screwband, glass disc, rubber ring. This type will not vent if tightened before processing; manufacturer's instructions must be carefully followed.

3. Pre-war one-piece zinc or aluminum cap, porcelain lined; rubber ring. Soft metal will "stretch" to allow steam to vent automatically; tinplate will not.

4. Two-piece (glass lid, rubber ring) fastened by wire bail. Bail can be placed in position before processing, and is supposed to "give" enough to allow for venting.

Boiling Water Bath Accidents

Chief cause of accidents during water bath canning was that jars were packed too tightly—leaving no head room in the jar. Explosion or breakage of jar usually occurred while it was being removed from the bath. One accident happened when an already tight-fitting water bath cover was clamped down (a dangerous practice) thus building up a pressure hazard in the bath during processing. In removing the cover the housewife opened it toward rather than away from her body. Results: badly scalded arms, chest and face, and resulted in hospitalization for one month.

Open Kettle Canning Accidents

Very few accidents were reported for the open kettle method of canning. Persons sometimes did not use care in transferring hot liquid from the kettle and were burned, while at times jars not preheated cracked while being filled.

Oven Canning Accidents

The high percentage of reported accidents attributed to oven processing indicates that oven canning is dangerous and should be avoided. Briefly, the important factor of most oven canning accidents—jar breakage or explosion—were as follows:

(a) Oven heat regulator, while suitable for general cooking or baking, was not accurate enough for canning. Oven heat was often found considerably higher or lower than the thermostat setting—sometimes 70 degrees lower. This temperature is insufficient to kill food spoilage bacteria or botulinus spores. If the heat is actually higher than indicated, pressure within the jar may build up to explosion point, or food may be overcooked.

(b) Air is not a good conductor of heat; consequently food may be underprocessed.

(c) Fundamental reason for jar explosion in a closed oven is that pressure inside the jar is generated during processing to the point of exceeding the pressure outside the jar.

(d) Foods that require temperatures in excess of 212° to eliminate bacteria cannot be properly sterilized within a reasonable length of time in the oven since, except under pressure, heat inside the jar can seldom if ever exceed boiling point.

(e) There is a greater tendency to over-crowd—processing too many jars at one time.

(f) Human impulse to open the oven door to "see how they're coming along" results in chilled air hitting the jars which are not made to withstand "shock" of this kind. Mrs. F. was canning vegetables in the oven, had not tightened the jar caps and was following recommended temperature. She opened the oven door to examine the food under processing and the violent explosion which followed was believed by investigators to have been caused by the cold air striking the glass jars.

(g) Another danger is that of liquid bubbling out of the jars and extinguishing gas flame, with possible explosion of gas accumulating in the oven.

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HOW TO PROMOTE HOME

By Bernard Lundy

HOME accidents are news.

Whether they've already happened, or are likely to happen, they affect people's productiveness, physical condition and purse. Thus they are of interest to newspaper editors.

Home accidents are just as good material for the newspapers or magazines as industrial or automobile accidents. The fact that throughout the country more accidents happen at home than on the streets and highways is still a novelty to most editors.

What Makes News?

The story is told of a cub reporter who was assigned to interview a local business man. He returned very soon, saying he had not been able to get the interview.

"Why not?" asked the city editor.

"Well, I couldn't get into his office—the building was on fire."

Like this young reporter, too many people engaged in public service can't

Common home hazards plus imagination equal a novel, impressive display for the Public Service Company of Northern Illinois, at left (top). (Public Service Co. photo.)

The Indianapolis Times used the photo of Mrs. Kenneth Lemons of that city at left (lower) to illustrate a feature story on that community's home safety contest. *(Indianapolis Times photo.)*

see the news in their activities for the smoke.

These things are news: a summary story, as soon after the first of the year as possible, on the local home accident toll for the previous year; quarterly releases on the subject; formation of a home safety committee of the local safety council; meetings of the council or the committee. Not all meetings will be of interest to editors, of course, but any one at which definite plans for action are made should be newsworthy.

Institutes, conferences, and the like are events which not only make news stories but which need news stories to put them across. Very often a relatively small news story will exert great pulling power.

Activities such as surveys, competitions, distribution of checklists, courses, etc., are almost invariably good for publicity. In fact a local council needs such activities constantly in order to create news and thereby obtain publicity. Usually, too, these activities are good for pictures as well, and pictures, even if they are not quite as effective as the old Chinese saying had it, still are excellent for getting attention.

Pictures Preferred

A few years ago editors of the country were polled for their preferences in feature picture subjects. The results showed the preferences in this order: 1. Children, 2. Pretty Girls, 3. Animals —mostly dogs.

That list is well to keep in mind. The pathos of a child orphaned by an accident is a poignant safety sermon. Concerning the second choice, the home safety worker cannot afford to be scornful of "cheesecake," as pictures of pretty girls are usually called; frequently a pretty girl will sell a picture to an editor when no amount of pleading on the basis of the usefulness of the information to the public would succeed. "Waiting for his master"—a photograph of an accident victim's dog —would be an effective animal picture.

If your organization publishes a periodical newsletter, either on home safety particularly or all phases of safety, the editor of every newspaper in the community—as well as the director of every radio station — should receive it regularly. He should preferably receive an advance copy, so that if there is a story in it, he can time it coincidentally with the general release of the newsletter. The Woman's Editor is always interested in home safety. Feature articles, "how to do it" articles, and similar pieces, are of interest to her. NSC's "home safety guides" may be rewritten for this purpose.

How Timely Is Your Publicity?

A warning about the hazards of candles or faulty electric circuits on Christmas trees would be useful to people — and hence to editors — only a week or so before the holiday.

Similarly, other releases on home hazards should, as far as possible, be timed at the moment of greatest interest. A release on victory garden hazards, for example, has its place around the latter part of April or May 1, depending of course upon the climate of the locality. An article on the hazards of oven canning can, in the central states, be released about July; in the southern states it could be as early as May or June.

A few suggestions for releases on seasonal hazards during the coming six months, which probably would be good for a substantial play in your local paper, are as follows:

April — Hazards of home dry cleaning; danger of improvised step stools and ladders when housecleaning.

May—Moving day hazards; lifting and handling materials; avoiding overfatigue.

June—Inspection of furnaces and flues (on the theory that if it is not done in Spring, it will be put off until too late.)

July—Avoiding sunstroke and heat prostration; inspection of swings and other outdoor play equipment; storing lawn and garden tools to prevent accidents.

August—How to can safely; accidents occurring in oven canning, hot-water-bath, and other methods.

(Continued on page 14)

NAGGING *Nets you* NOTHING

By Mrs. Budd Lane

His mother let him go swimming
(Say a prayer for Willie Brown)
She didn't teach him to swim—
She merely said, "Don't drown."
—Prof. Unsafat Hoam

MUCH home safety education in the past has confined itself to vague cautions like the one Willie Brown's mother gave him. Naturally enough, the Willie Browns, and their fathers and mothers, *did* drown, or fall down stairs, or scald themselves. Of course they didn't want to. But the physical conditions in their homes encouraged them to, and no one had shown them how to avoid the danger inherent in that environment.

Showing the Browns—and their 135,000,000 American neighbors — how to minimize the dangers of their homes is an important part of the home safety job. If that job is done right it will go beyond the "nagging" approach to home safety which contents itself with telling people not to fall down or drown.

The Nagging Approach

"Keep toys off stairways" has long been a precept of home safety. Like many others, it is also a good example of the nagging school. How much more valuable it would be to offer some constructive suggestion on *how* to keep toys off stairs! Such a suggestion might run something like this:

"1—Have a definite space reserved indoors for children's playthings; as far as possible, keep them there.

"2—When you must enter that area, light the light and above all, watch your step!"

Need Positive Directions

This suggestion, and any one of a half dozen like it that can be made, has these two advantages: it avoids harassing the already overworked housewife about something she knows full well is dangerous, and second, it pre-

sents an entirely workable way to help avoid the most common kind of home accidents.

In justice to the Mrs. Browns of America it must be said that though they make plenty of errors of their own that cause accidents, they have had to make up for the sins of the architect, the contractor, the plumber and the electrician, whose errors of commission and omission have helped to swell our home accident toll. By and large, home safety instruction has failed to show the housewife how to minimize the results of such errors.

Come with me into one Mrs. Brown's kitchen. (Mrs. Brown's name is fictitious; her kitchen unfortunately, is all too real). Entering the kitchen door, our arms loaded with groceries, we make a 135-degree turn in order to reach the window-box where we deposit the groceries.

From there the non-perishable foods must be stored in a cupboard whose higher reaches can safely be attained only by a step stool (but the Browns haven't one, and no place to put it if they had). The perishable foods must be placed in the refrigerator, diagonally across the room from the sink where they must be prepared for cooking.

"Mrs. Brown" Fixes Dinner

When Mrs. Brown, standing at the kitchen cabinet work table, prepares dinner, she must turn around to her left for non-perishable foods; must walk the room's length to the refrigerator; and, when the food is prepared for cooking, must turn to the right to place them on or in the stove—which is, incidentally, placed squarely between a china cupboard on the left and the door to the dining room on the right; thus there is no work surface except the oven half of the stove top.

That kitchen door swings two ways; but it has no glass panel for Mrs. Brown to see if some other member of the family is coming toward it from the other side.

Yet that kitchen is no worse than thousands of others, and infinitely better than many. With such a setup it seems not at all remarkable that women have accidents in their kitchens; rather it seems remarkable that they have so few—a testimonial to the amount of nervous energy the conscientious housewife pours into her work. And not only kitchens are chambers of horrors from the accident standpoint. Attic and cellar stairs are skimpy, unlighted, unguarded; bathrooms bristle with shock and fall

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With a kitchen designed like the one diagrammed at top of opposite page, the author contends, the housewife should receive a medal if she manages to avoid an accident weekly.

A kitchen with a built-in playpen allows one lucky "Mrs. Brown" to get dinner while keeping a wary eye on Junior and/or other members of the family. The facilities can, of course, "grow up" with the children. (Photo by courtesy of the makers of Armstrong Linoleum.)

WHAT'S GOING ON?

HOME FATALITIES UP 5% TO 33,000

Youngest Age Groups Show Greatest Increases

Home accidents killed 33,000 and injured 4,950,000 in 1943. This was an overall increase of 5 per cent over 1942 and 7 per cent over 1941.

The sharpest increases were noted in the age groups 0 to 14 and 65 and older. Deaths of children under 15 rose 9 per cent from 1942, and deaths of persons 45 and older rose 13 per cent. In contrast, deaths of persons from 15 to 44 decreased 14 per cent.

The cost of these accidents is estimated at $400,000,000.

These figures, from the preliminary 1944 edition of *Accident Facts*, prepared by NSC's Statistical Division, are subject to revision upon receipt of later information. The regular edition, issued in June, will contain a complete analysis of 1943 accidents.

"Accidental deaths among children have increased sharply during the war period," according to W. C. James, NSC statistical director.

Home deaths among children under five totaled 1,200 more than pre-war 1941—a rise of 25 per cent, Mr. James said. In the five to 14 age group the increase was almost 400, or 24 per cent.

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New York State Committee Expands Home, Farm Agenda

"A new home safety film now ready for distribution by the State Department of Health; broad architectural planning for safety in design of post-war homes; regional schools for public health nurses; a state-wide industrial program of 'off-the-job' safety; and a new course in home safety to be introduced in secondary schools of the State were among the

Tulsa chapter of the National Safety Council presented this telling argument for a balanced community safety program, pointing out that while accidents cost the city $3,480,000 yearly, the cost of a balanced program is only $35,200 each year.

new developments in the field of home safety which were reviewed by the State Home and Farm Safety Advisory Committee at its meeting in Albany, January 18."

So reported a recent issue of the New York State Health Department's *Health News*.

Highlights of the meeting:

Deaths from poisonous gases (largely illuminating gas, coal gas and auto exhaust) were responsible for the greatest percentage increase in home accident fatalities in the first eleven months of 1943, Miss Elizabeth Parkhurst, Research and Statistics committee chairman, reported. Reflecting the national trend, the very young and the older adults showed the greatest increases in home fatalities.

Philadelphia Safety Council's first edition of the "Safety Sentinel" was published in December, 1943. An excellent 4-page planographed bulletin, it is a low-cost publication: 200 copies cost $27.95, plus $1.85 for each additional hundred.

The State Association of Architects has established trained home safety committees in each of its 16 chapters, according to D. Kenneth Sargent, associate professor of architecture, Syracuse University.

"Clean Up on the Axis" Urged For Annual Cleanup Drive

NFPA Cleanup Week poster, especially produced for the 1944 drive. Estimated U. S. fire loss from residential fires is more than $95,000,000.

Converting a home hazard into a war asset by contributing waste paper to the current salvage drive is the goal of the National Fire Protection Association's 1944 "Cleanup Week."

An 8-page bulletin issued recently by the Association presents plans for the entire week, including days for churches, schools, factories, clubs, city officials' survey, and a "city beautiful" day. A home inspection blank for school children, a mayor's proclamation, and publicity hints are included.

The Association's chairman on Fire Prevention and Cleanup campaign is T. Alfred Fleming, a member of the NSC's Home Safety Advisory committee.

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"Autumn may be only three months long," says Prof. Unsafat Hoam, "but the fall season lasts all year 'round."

JARRED!

(Continued from page 5)

Oven canning accidents frequently resulted in serious injuries to persons and extensive damage to stove and kitchen. For instance, Mrs. R. was canning three quarts of beans in the oven. After processing for about two hours, she opened the oven door to look at the jars and then left the kitchen. During her absence the jars exploded. Later investigation revealed that the jar lids had been tightly sealed, leaving no room for the venting of pressure. The stove, a high priced model about one year old, was damaged beyond repair.

Loss: Five Jars—and a Stove

Housewives sometimes narrowly escaped injury from boiling liquids, flying glass and parts of stove, which in some cases imbedded themselves in every part of the kitchen. Mrs. E. was canning 8 quarts of beans in the oven, using metal caps, and jars that had been used in previous years. Five jars exploded, blowing the oven door open; the flying glass broke a window across the kitchen. She was at the side of the stove and fortunately escaped injury, but the stove was a total loss.

Most oven explosions occurred during the canning of beans or other foods requiring higher heat or longer processing.

Injuries were often severe cuts and burns, some of permanent effect. Many required hospitalization of several weeks and occasionally involved skin grafting and, in one case, almost complete loss of eyesight to the housewife.

Medical Expenses High

Medical expenses as indicated by the severity of injury were frequently high. Inability to perform household duties for several days was an often-mentioned result and at times injuries necessitated absence from other regular employment. Reports describe injuries to other members of the family, especially children, who were in the kitchen at the time of the explosion.

Almost every oven explosion damaged the stove, frequently ruining it. The cost of repairs to kitchens evidently were extensive in many cases. One of the most violent oven explosions occured to Mrs. G. Nine quarts of food were being processed in the oven when the explosion took place. The oven door was blown off, oven liner bulged out, oven shelves blown into the kitchen, and the stove itself was moved about six inches further out from the wall. Across the kitchen a window was broken, while beans and shattered glass were forced through a screen door onto an adjoining porch, and through the dining room into the living room. Mrs. G. thinks the concussion might have been more violent if the outside kitchen door had not been open at the time.

Physical Limitations and Peculiarities of Jar Caps

Most of the difficulty experienced with home canning equipment has been in connection with jar caps.

All caps must vent during processing when steam pressure is created inside the jar. The pressure must be allowed to escape or one of two things take place: the seal will break and food may eventually spoil or, as so often happens, the jar might explode. Therefore, if the cap does not vent automatically, then provision must be made to vent it manually.

Failure of the housewife to follow instructions accompanying the caps purchased is an important tangible factor in home canning accidents. The specific directions must be followed for each particular type, regardless of what Mrs. Housewife did in past years with a similar cap, or what the neighbor accomplished last week with a product that "seemed" to be the same.

Physical Limitations of Glass Jars

Tests have been conducted to determine average internal pressure strength of glass jars of uniform manufacture. Results show that round jars normally will withstand 75 pounds per square inch or more. As the contour of the jar tends toward a square shape its strength decreases proportionately, with the square jar average strength found to be 30 p.s.i., or more. Theoretically, square jars should be about one-third as strong as round jars and round squares about one-half as strong.

As far as can be determined the only war-time change that has been made in glass jar manufacture is that the thickness of the wall has been decreased. The heavier wall would add to the strength of the jar somewhat, but the war-time product is considered well within safe limits.

Research in fruit jar manufacturing has determined that the glass jar can stand a thermal shock (sudden change from cold to hot, or vice versa) of about 70°.

Summary

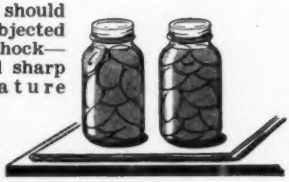
From case histories and other data collected for this study, following are the more important suggestions to minimize the possibility of injuries while home canning:

1. Do not use oven canning method.
2. Follow directions accompanying all materials and equipment purchased for canning. Retain printed directions for future use and apply them only to that one product.

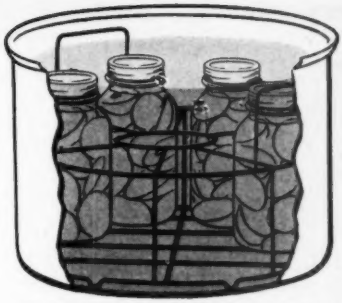
3. Inspect jars carefully for flaws and chips, especially at point of seal.

4. Allow enough head room—one-half to one inch, or more, depending upon type of food and size of jar, for expansion of solids and liquids.

5. Use tongs or other tool to remove jars from bath; hold with towel or hot pad to complete seal.



6. Jars should not be subjected to great shock—sudden and sharp temperature changes. Keep hot jars out of drafts and off cold surfaces — several thicknesses of cloth is good insulation.



7. Place jars on a rack in canner, spacing them so that the steam or hot water will circulate freely.

THE REAL HOME SAFETY JOB

(Continued from page 2)

and would return to their communities to train other instructors, who would teach housewives and future housewives. Through such positive education (and *only* through it) will home safety instruction be of certain value.

For development of safe design of homes the Council's home safety division will have the guidance of technical personnel whose engineering and architectural background will make possible formulation of comprehensive plans for enlisting planners and builders of homes and equipment in the fight against home accidents.

It is true that many home accidents merely are the result of bad judgment or what sometimes seems to be downright foolishness. Our education job must attempt to combat these, as it has in the past. But our education cannot stop there; it must develop alternative, safer practices; and it must as a long-term goal point toward safer design and building of American homes.

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NAGGING NETS YOU NOTHING

(Continued from page 9)

hazards. The list does not end with the house interior; porches and exterior stairways are as bad—or worse.

Please, Mr. and Mrs. Home Safety Expert, quit nagging at us housewives to prevent home accidents. *Show us how* to make up for the faults of construction and design in our homes, and positive ways to avoid our own!

HOW TO PROMOTE HOME SAFETY

(Continued from page 7)

September — Second warning on inspection of furnaces and flues. Caution with leaf fires.

It need not be pointed out that any releases on such subjects should not only discourage unsafe practices, but should also contain positive directions on how to do the operation the right, safe way. For this purpose safety guides will be found helpful. Such statements will be better received if they quote a home safety expert; and of course the expert will be pleased to see himself quoted.

Who Should Do the Publicity Job?

Theoretically, and as far as possible in practice, the publicity and promotion job should be handled by volunteer professionals. The professional not only knows what makes news, but has a strong sense of timeliness—the most important single aspect of publicity—and usually has friends of long standing on the newspapers and the radio stations. But despite that friendship the competent professional usually avoids seeking space for a publicity release on the basis of a personal favor. He knows that the best way to gain acceptance of news releases is to 1) release stories only when they are legitimate news or features; 2) make the stories as clear, complete and brief as possible; 3) accept the editor's evaluation of the worth of a story; and 4) be genuinely helpful not only on news stories about safety but on any tips for stories on other subjects he may run into.

There will be many times, however, when it will be difficult if not impossible to get in touch with the publicity chairman in time for a story. At these times particularly, acquaintance with the principles of publicity will help; at all times a sense of news values is one of the most important assets of the local council director and/or home safety chairman.

Several books on how to write publicity, most of them of definite value to the layman, are available through libraries. Among the good ones are:

Abig, William, *Public Opinion*
Bernays, E. L., *Propaganda*
Casey, R. D., *Publicity*
Long, J. C., *Public Relations*

Imitation of the form of NSC newspaper releases with the lead (first paragraph) containing the "who, what, when, where, and why," will serve very well.

NSC Publicity Services

The National Safety Council's Department of Public Information has made many valuable contributions to the home safety promotion program of any local council. Chief among the Council materials, available free to local Councils,* are the following:

Off-the-Job Accident Prevention (periodic releases).

Unsafe At Home (20 one-column mats and proofs).

"What's Wrong with This Picture?" (six 2-column mats and proofs).

"Victory Verses" (12 one-column mats with jingles).

"Stay Safe Off the Job, Too"—30 mats with brief articles appended.

(These mats are not devoted to home safety exclusively, but the subject is represented in all.)

Radio materials—

Safety Radiograms (mailed every two weeks to all U. S. stations).

Minute Safety Jingles (10 one-minute song spots).

Home Safety Radio Interview (10 minute).

Radio materials need not all be prepared by a central agency, of course; and as a matter of fact they are sometimes better received when done locally. In Toledo, for example, the "Little Theater" group of a Toledo university wrote, directed and acted an excellent radio show dramatizing accidents—traffic accidents, in this case. But home accidents can be just as dramatic and a script built around them can be just as effective. Certainly such a script is needed as badly in the war on home accidents as in the fight to control traffic mishaps!

If no local talent is available for the purpose, a number of playlets adaptable to radio may be obtained from the NSC Library.

Other radio possibilities—less intrinsically interesting than dramatic scripts, but effective nevertheless—are: A safety

**For a complete list, write the Department of Public Information for "Index of Available Materials," covering releases, mat services and radio materials.*

I. Q. program; round-table discussions by prominent citizens; safety clubs for children; and brief talks by prominent local figures.

Displays and Exhibits

Retail merchants are always on the lookout for material to make good displays for their show windows. ("Ask Him to Sell Safety," March-April 1943 HOME SAFETY REVIEW, suggests many possibilities.) Conventions and conferences of women's groups and similar organizations are a "natural" for home safety displays. Small, portable displays are available free of charge from the library of the National Safety Council. And that a home or farm safety display *can* attract attention and tell a story, the success of the Public Service Company of Northern Illinois (see cut) will attest. Department stores, utility companies, garden shows, and many, many other possibilities for displays on home safety will present themselves. A bank or mortgage company probably would be eager to work up a display on the subject of home accidents, tying in its own message of "providing for future contingencies by savings."

Despite the progress in engineering and enforcement for home safety that might be postulated, education will always remain the most important "E" of the home safety job, or any other safety job. Through a vigorous, continuous program of newspaper publicity, radio, displays and exhibits, tie-ins of local advertisers, and the like, the local council will help sell people on the idea of not hurting themselves at home—and will continue to keep them sold.

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NSC Offers Radio Program Designed for Local Councils

A new 15-minute radio program combining National Safety Council recordings with talks by local officials is now offered free of charge to local councils by the National.

The programs include records of songs by Jack Baker, the Dinning sisters, the Vagabonds quartet and Jack Turner, together with a one 4-minute and one one-minute talk. The talks are to be written by the local manager for himself or another prominent local figure.

Offered for the first time at the recent Central Region managers' conference, the program was requested by 19 to 25 local managers.

"Cooperate to Succeed"—Dearborn to Managers

Unified effort is vital to success of the safety effort, but the movement needs the National Safety Council as its organized representative, Ned H. Dearborn, executive vice-president, told the conference of Central Region safety council managers in Chicago January 9.

NSC can accomplish certain functions more economically than local or state councils, he said. These are: 1. Investigate frequency and severity of various accident types; 2. determine the character and form of material for accident prevention programs; 3. determine the most economical and effective channels to be used, and 4. promote the program.

"We need as many strong local councils as possible," he said. "They must be strong in finance, personnel, and effectiveness."

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Minnesota Launches Home Contest

A home safety contest open without entry fee to any organization in the state has been announced by the Home Safety section of the Minnesota Safety Council.

The competition, running from January 1 to May 1, 1944, will be judged on an 8-point scale, as follows:

1. Completion of home safety checklist by club members at beginning and end of the contest,
2. Distributing and publicizing checklists,
3. Radio and newspaper publicity,
4. Home safety poster contest,
5. Number of posters displayed,
6. Taking Red Cross accident prevention course,
7. Number of meetings on subject; originality of meeting programs.
8. Other unspecified special events.

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Ohio Runs Mobilization Month

Ohio's second annual farm and home mobilization month was set off January 1 by a proclamation by Gov. John W. Bricker. The proclamation called for special emphasis on the problem for the month, and plans for continued action through the year.

Mainspring of the "Month" is the Ohio State Safety Council's Farm and Home section, chairmanned by Harry M. Pontious.

Who's Who in Home Safety

DR. MARGARET C. LEWIS

Practicing health and safety isn't something separate from daily living —it is an integral part of everything we do. Dr. Margaret Lewis, as national health and safety adviser of the Girl Scout organization, has spent the past five years in helping thousands of girls in all parts of the country realize this important truth. She doesn't confine her efforts to broad generalities either. For day-by-day results, there are her own Girl Scouts —10-and-11 year olds of lower Manhattan. For example, they don't always realize that their leader is making milk and fresh fruit look more attractive in the troop diet than more questionable refreshments. Dr. Lewis points out "There's nothing grim about nutrition, so why not consider it part of the fun?" And that's the way she does all her Scout work.

Dr. Lewis is a graduate of Boston University Medical School and has had wide experience in the field of health activities in addition to extensive work with the Girl Scouts. Among the important posts she has held was that of examining physician and lecturer on health education for the YWCA at Honolulu, where she was also International Institute staff lecturer and examining physician for the Juvenile Court and for the Reform School.

She has been health and safety adviser to business and professional women's groups in Easton, Penna., and has carried on other work in the field of health activities in Pennsylvania, Massachusetts and New Hampshire. Before assuming her present position, Dr. Lewis served for two years as director of an established Girl Scout camp at Deering, N. H., and was director of the Massachusetts Girl Scouts for three years. She was also in charge of all Girl Scout work for handicapped children in the New England States for a number of years.